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JAMES C. DONNELLY
SALES REPRESENTATIVE

CEMENT ENAMEL OF NEW YORK, INC.
89 WOLF'S LANE
PELHAM, NEW YORK

CYPRESS 5-7369
PELHAM 8-2725

the Original—the Only

CEMENT ENAMEL

A UNIQUE
VITREOUS
WALL SURFACING

INTERNATIONALLY

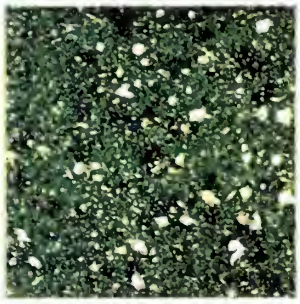
ACCEPTED FOR OVER

FORTY YEARS

the Original—the Only

CEMENT® ENAMEL

Cement Enamel® is available in a wide range of colors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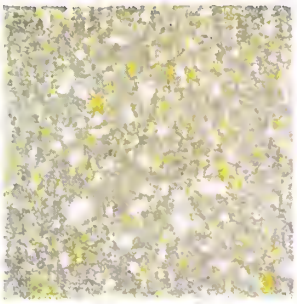
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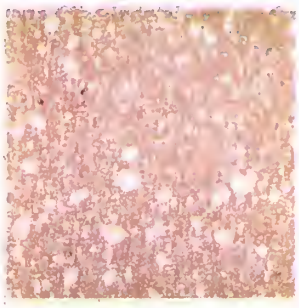
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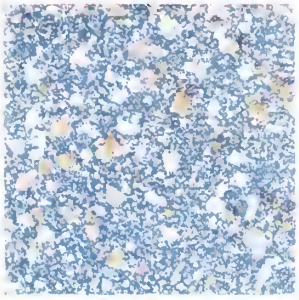
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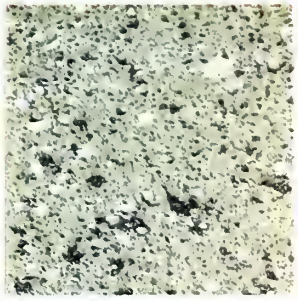
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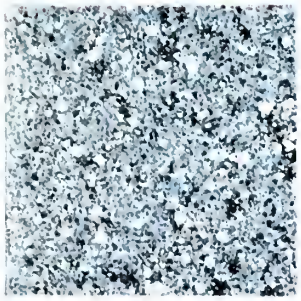
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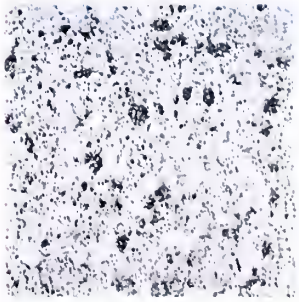
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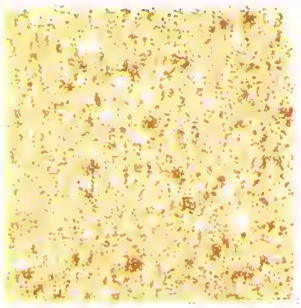
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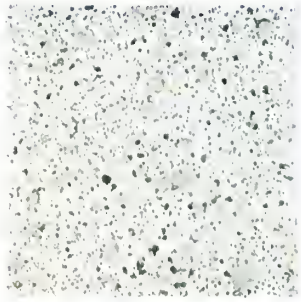
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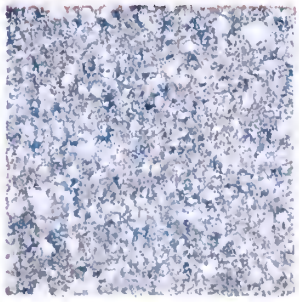
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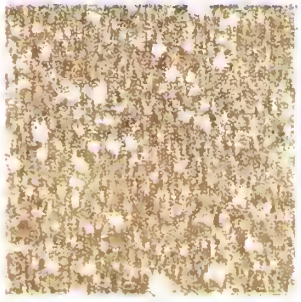
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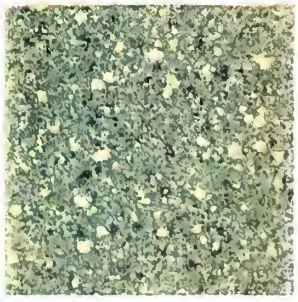
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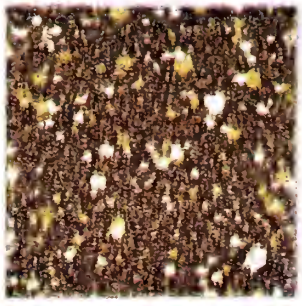
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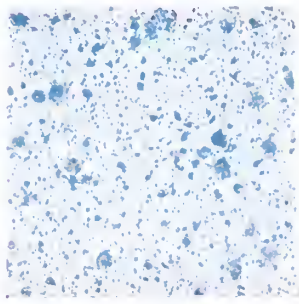
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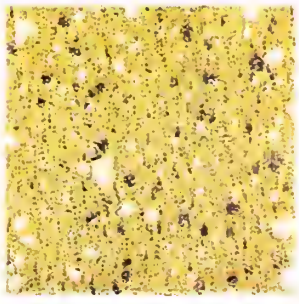
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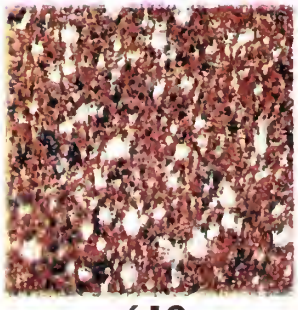
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Our use of metallic oxides guarantees a permanent non-fading color. In addition to the samples shown here, many other color patterns and mottled effects are available.

The permanent, gleaming beauty of ceramic surfacing—at a fraction of the cost!

You can have lifetime durability and lasting beauty on all your walls—inside and out—with Cement Enamel, the unique surfacing which gives a glass-hard finish and lasts as long as the building itself. Applied by trained craftsmen, Cement Enamel provides all the advantages of ceramic tile and similar materials for as little as 50 percent of their cost.

Cement Enamel is a product which has thoroughly proved its worth. This cold-glazed vitreous wall surfacing has withstood the most rigorous tests and conditions in installations throughout the world for more than 40 years. More than 20 million square feet have been applied in the United States—in hospitals, schools, hotels, banks, factories, theaters, churches and many other types of buildings erected to the most exacting standards.

Cement Enamel applications can now be seen in hundreds of recently-erected structures. It has become the wall surfacing preferred by modern architects, for it not only solves design problems but insures minimum maintenance expense.

What Cement Enamel is

Cement Enamel is *not* a paint. It is a cement application which combines portland cement and non-fading metallic oxide colors to produce a dense, vitreous, high-gloss finish. Through the exclusive Cement Enamel process, developed by years of intensive research, ideal setting and curing conditions are obtained. The result is a surfacing having the maximum strength and durability of portland cement plus a glare-free, natural high-gloss finish with unlimited decorative possibilities.

Cement Enamel can be applied to any masonry surface, new or old, bare or painted, to brick, concrete and cinder block, stucco, plaster, hardboard and any other type of rigid wall. It is mar-proof, shock-resistant, and its attractive colors will never fade, peel or flake. It will always look as fresh as when it was first applied.

Because Cement Enamel is entirely free of joints, it is preferred by breweries, dairies, hospitals, and institutions where sterile conditions are an absolute necessity.

The Steps Used to Apply Cement Enamel® Surfacing

1. *Each section of wall is masked. The surface is then sealed. A chemical bond is applied by brush.*

2. *Graded silica sand is sprayed into the wet surface to insure a superior mechanical bond.*

3. *After the bond has set up, a base color coat is applied by brush or spray and provides "stipple finish."*

4. *A uniform color pattern is achieved with a special gun which shoots one spot color at a time.*

5. *Cement hardens in 2 or 3 days. Surface is sprayed with water to insure proper curing.*

6. *After cement has set, protective seal coats are brushed into the microscopic surface pores.*

SPECIFICATIONS

All materials for the installation of Cement Enamel finish shall be freshly compounded from products of first quality as produced by Cement Enamel Development, Inc., to produce the finished surface in colors as selected by the Architect.

Work shall be installed wholly by the manufacturer's trained mechanics. Spray equipment shall be used in the application wherever feasible in order to obtain maximum uniformity and smoothness of the finished surface. Sufficient time for setting shall be allowed between each application, to be determined by the conditions of temperature and humidity. In no case shall the speed of completion be permitted to the detriment of the installation. Prior to application all walls shall be dry and free of surface moisture. Temperature of the walls during application and curing shall not be less than 50 degrees F.

APPLICATION:

1. Preseal coat to bring the degree of suction to an even level and neutralize any alkali condition in the masonry surface.
2. Cement and sand bond coat to fill all voids in the masonry and become an integral part of the backing.
3. Color coat—made of fresh portland cement and metallic oxides which is either brushed or sprayed and becomes mechanically and chemically fused to the bond coat. Before this is set the spot or spots are applied to give the desired pattern. These successive color applications become a part of the color field coat and give it texture and depth. When this color coat is set, a natural high gloss is immediately visible.
4. Water coats sprayed on to cure cement until the desired hardness is obtained.
5. Seal coats applied to trap moisture in the cement, accelerate curing and to coat the microscopic surface pores.

Tests Prove Durability of Cement Enamel®

Tests performed by the New York Testing Laboratories, Inc., proved that the finished Cement Enamel surface remains unaffected by most commonly used products which often permanently mar other surfaces. It was not affected by crayon, lipstick, coffee, alcohol, ink, grease, 50 percent acetic acid, hydrochloric acid vapor, and similar agents.

The surface was exposed to standard tests for salt spray resistance, accelerated weathering, resistance to boiling water and to temperatures ranging from —40 degrees F. to 200 degrees F. and it was found to have superior resistance to abrasion and impact.

In every such test, the independent laboratory reported, the Cement Enamel surface was not affected.

GENERAL: Polyesters, vinyls, latex and other plastic applications not only create a vapor barrier, but yellow with age and inhibit the natural cure of cement. Therefore, materials containing any plastic will not be acceptable under this section.

No material will be considered which has not been used on installations for a period of at least five years.

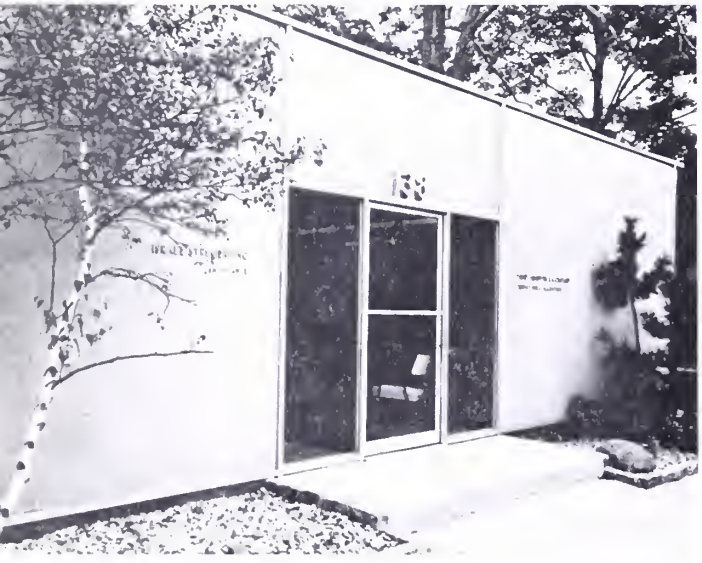
All materials submitted for substitution must be accompanied with samples free of seal coats. The decision of the architect shall be final for any material proposed in lieu of Cement Enamel.

***More detailed specifications and information are readily available through the local qualified licensee or from Cement Enamel Development, Inc.**

Superiority Proved in Action!

Developed in Holland more than 40 years ago, Cement Enamel has, through universal acceptance by leading architects and contractors, proved its superiority as a permanent wall surfacing material in 37 countries, and in all climates. It is being installed for municipal, state and federal administrations, in public and private educational institutions and hospitals, and all classes of industrial and commercial buildings.

Bright and practical, Cement Enamel is the perfect solution for the walls of this school cafeteria.



Building exteriors of Cement Enamel are smart in appearance, durable, require minimum maintenance.

Cement Enamel provides continuous, sanitary surfacing for this attractive hospital corridor.

Regardless of the type of building—whether it is school, hospital, factory, hotel, store, bank, theater, church, restaurant or any other structure —it will pay you to specify and use this modern, economical process. And you can always be certain of an expert installation by the skilled craftsmen who have been carefully trained to apply it. For additional information and locations of installations in your particular territory, call or write:

Cement Enamel® is an exclusive product of

CEMENT ENAMEL DEVELOPMENT, INC.

National office: **18636 Fitzpatrick, Detroit 28, Michigan**

Qualified licensees throughout the United States

CEMENT ENAMEL OF NEW YORK, INC., 89 Wolfs Lane, Pelham, N. Y.

Tel. Pelham 8-2725 (N. Y. City) Cypress 5-7369